

## WHAT IS CLAIMED IS:

1. A server assignment device, comprising:

a user record storage unit for storing user records of service in servers for each service users; and

5 a connecting unit for connecting one of a plurality of service servers selected in accordance with said user records of the service users upon reception of a connection request from the service users.

2. A server assignment device according to claim 1,  
10 wherein:

said connecting unit connects said service users to one of a plurality of service servers of different service contents or performance in correspondence with a grade determined based on said user records.

15 3. A server assignment device according to claim 1, wherein:

said connecting unit transmits the address of a selected service server to said service users.

20 4. A server assignment device according to claim 1, wherein:

said connecting unit transmits the address commonly shared by a plurality of said service servers to said service users, and translates said commonly shared address in a connection request from said service users to connect to the address of  
25 one of said plurality of service servers in correspondence with

said user records of the service users.

5. A server assignment device according to claim 4,  
wherein:

said connecting unit provides with an address resolver  
server having said commonly shared address for translating the  
address of a connection request to the server to one of said  
plurality of service servers.

6. A server assignment device, comprising:

a user record storage unit for storing user records of  
services in servers for each of service users;

a server address discriminator unit for allocating the  
address of one of a plurality of service servers selected in  
accordance with said user records of the service users, upon  
reception of a connection request from said service users, to  
the address of a service servers to be connected.

7. A server assignment device according to claim 6,  
wherein:

said allocated address is transmitted to said service  
users.

8. A server assignment device according to claim 6, further  
comprising:

an address storage unit for storing the correspondence  
between the address of said service users and the address of  
said allocated service servers;

a transmitter unit for transmitting the commonly shared

address of said plurality of service servers to said service users;

an address translation unit for resolving said allocated address in accordance with said address storage unit upon reception of a connection request from said service users to said commonly shared address in order to route said connection request to said service server having said address.

9. A server assignment device according to claim 8, further comprising:

an address resolver server including said address storage unit and said address translation unit.

10. A server assignment device according to claim 6, wherein:

said server address discriminator unit allocates one of a plurality of service servers of different service contents or performance in correspondence with the grade of said service users determined by said user records for the server to be connected.

11. A server assignment device according to claim 6, wherein:

said server address discriminator unit allocates one of a plurality of service servers of different number of limit of connected service users for the server to be connected, in accordance with the grade of said service users determined by said user records.

12. A server assignment device according to claim 10,  
further comprising:

an incentive generating unit for generating incentive  
information for offering incentive information to invite users  
5 to have more services provided, wherein:

said server assignment device transmits said incentive  
information generated by said incentive information generating  
unit to said service users.

13. A server assignment device according to claim 11,  
further comprising:

an incentive generating unit for generating incentive  
information for offering incentive information to invite users  
to have more services provided, wherein:

said server assignment device transmits said incentive  
information generated by said incentive information generator  
15 unit to said service users.

14. A server assignment device according to claim 12,  
wherein:

said incentive information is variable depending on the  
20 grade of said service users, and includes information about  
special offers for a specific grade or specific status of current  
user record of service users.

15. A server assignment device according to claim 13,  
wherein:

25 said incentive information is variable depending on the

grade of said service users, and includes information about special offers for a specific grade or specific status of current user record of service users.

16. A server assignment device, comprising:

5 a membership grade configuration unit having grades of service users predetermined, indicative of the permission of connecting to one of a plurality of service servers of different service contents;

10 a server address discriminator unit for allocating one of a plurality of service servers selected in accordance with said grade of the service users upon reception of a connection request from said service users for the address of a service server to be connected.

17. A service providing system, comprising:

15 a plurality of service servers of different service contents or performance;

a representative server including:

a user record storage unit for storing user records of services in said service servers for each of service users,

20 a server address discriminator unit for allocating the address of one of said plurality of service servers selected in accordance with said user records of the service users, upon reception of a connection request from said service users, for the address of a service server to be connected, and

25 an incentive generating unit for generating incentive

information for offering incentive information to invite users to have more services provided;

wherein:

said representative server transmits the address of thus allocated address of the service server and said incentive information to said service users;

said selected service server upon reception of a service request from said service users provides services.

18. A service providing system, comprising:

a plurality of service servers of different service contents or performance;

a representative server including:

a user record storage unit for storing user records of services in said service servers for each of service users,

a server address discriminator unit for allocating the address of one of said plurality of service servers selected in accordance with said user records of the service users, upon reception of a connection request from said service users, for the address of a service server to be connected, and

an incentive generating unit for generating incentive information for offering incentive information to invite users to have more services provided;

said representative server transmits a commonly shared address of said service servers and said incentive information to said service users;

said representative server further comprising:

an address storage unit for storing the correspondence between the address of said service users and the address of said allocated service servers; and

5 an address translation unit for resolving said allocated address in accordance with said address storage unit upon reception of a connection request from said service users to said commonly shared address in order to route said connection request to said service server having said translated address;

10 wherein:

said selected service server upon reception of a service request from said service users provides services.

19. A service providing system according to claim 18, further comprising:

15 an address resolver server interposed between said service users and service servers for storing said address storage unit and said address translating unit.

20 20. A service providing method, for use in a service providing system including a plurality of service servers of different service contents or performance and a representative server, comprising the steps of:

25 a first step of allocating an address of said service servers in correspondence with the user record of said service servers, upon reception of a connection request from said service servers to said representative server;

a second step of transmitting information for offering incentive to invite users to have more services provided; and

a third step of connecting said service users to said allocated service server.

5           21. A service providing method according to claim 20, wherein:

said third step of transmitting further includes a step of:

10           transmitting the address allocated in said first step of allocating to said service users.

15           22. A service providing method according to claim 20, wherein:

said third step of transmitting further includes the steps of:

20           transmitting an address commonly shared by said service servers to said service users; and

translating addresses from a service request with respect to said commonly shared address to a service request with respect to said allocated service server.